


**EXHIBIT 4**

**BEST AVAILABLE COPY**

# **NY Order.com**

313 15<sup>th</sup> Street  
Brooklyn, NY 11215

## **Abbreviated Proposal**



J. Patrick Cooke Jr.

JPC Web™ Inc.

*Web Development & Consulting*

1104 Palisade Avenue, #3R

Union City, NJ 07087

jpcooke@ess-hq.com

Ph. (201) 865 4331 Ph. (212) 378 4985 Fx. (212) 378 4985

<http://www.jpcooke.com>

**CONFIDENTIAL INFORMATION**

# NY Order.com Abbreviated Proposal

## Index

	Page
Proposal Letter.....	1
Preliminary Time and Cost Estimates.....	2
Proposed Web Site Development Process.....	3
Exploratory/Planning – Macro View.....	3a
Development.....	3b
Exploratory/Planning Phase – Expanded View.....	4
Develop Preliminary Project Plan.....	4a
Collect Company Information.....	4b
Define/Refine Web Site Specific Information.....	4c
Develop Scenarios.....	5a
Define Detailed Requirements.....	5b
Develop Detailed Specifications.....	5c
Refine Project Plan and Secure Sign-Off.....	5d
Develop Budget and Secure Sign-Off.....	5e

# NY Order.com

## Abbreviated Proposal

Dear Scott,

It was a pleasure meeting with you late last week. It was immediately apparent that NY ORDER.com was not simply looking to build a run of the mill web site. Instead, you were approaching this strategically and had invested a considerable amount of time and effort into thinking things through.

Overall, I feel that NY ORDER.com has the unique challenge, and opportunity, to position its new web site as a significant client loyalty and revenue-generating tool. JPC WEB is particularly well suited to the task and can leverage its consultative approach and expertise in developing strategic, bottom line oriented, real business solutions.

During our conversation, we reviewed at a macro level of your primary objectives:

- Position the NY ORDER Web Site as "the" personalized on-line investment resource for your target audience.
- Provide a high level of service to clients by enabling them to track market data in as close to real-time as possible via the Internet.
- Leverage NY ORDER's proprietary data to develop a new product at it's beginning stages for the food and service industries.

Of particular interest was our discussion regarding the Programs design. It is my belief that with proper planning and execution, NY ORDER can capitalize on the food service industry's unique potential to generate revenue while establishing a sustainable competitive advantage.

We also reviewed the critical nature of security/access and other issues such as hosting and processing credit card transactions. As we move ahead with the project, we will study these in more detail during the Exploratory/Planning stage.

Based on our experience, our recommendation is that we approach the development of the NY ORDER web site in incremental phases. We should also consider leveraging, where appropriate, existing JPC Web module/code libraries. In this way we will be able to reduce the time to market, contain costs, and ensure the deployment of a solution that not only meets your day-one needs, but can also be scaled up accordingly.

For your review I have enclosed a modified version of our Web Site Development Process. It reflects a higher concentration on the Exploratory/Planning stage, which we believe will be crucial to defining strategy, schedules, costs and the criteria by which success will be measured.

### Preliminary Time and Cost Estimates

On average, the Exploratory/Planning and Development stages account for 50%-60% of the total time and cost allocation for a project. Our preliminary estimates for the NY ORDER web site are approximately 6-12 weeks from the completion of the Exploratory/Planning phase, at a cost of \$150k-\$250k. It is important to keep in mind that you are ultimately in control of the project and can adjust the scope, budget and schedule to achieve the appropriate balance.

Upon receipt of an initial payment of \$80k we will proceed with the Exploratory/Planning Stage at an hourly rate of \$150 per hour per person. Depending on the accessibility and quality of information available, this stage can take anywhere from a couple of days to a couple of weeks. The deliverables for this stage are a detailed specifications document, project plan and a fixed cost budget for the remainder of the project. The remaining balance of the \$80k will be applied toward the cost of the project.

\$150-275k	Preliminary Cost Estimate
\$80k	Initial Payment
- <u>TBD</u>	Cost of Exploratory/Planning stage @ \$150/hr
TBD	Unused Balance will be applied towards final project cost

As I mentioned during our conversation, JPC Web carefully evaluates custom web site development projects to determine strategic fit. In this case, my impression is that you, your team, and senior management are committed to establishing NY ORDER as a leader within the on-line service community. That, in combination with NY ORDER's unique products and services make this a very attractive opportunity for JPC Web, and we look forward to working closely with you to achieve your on-line objectives.

Please don't hesitate to contact me with any questions or comments.

Sincerely,



J. Patrick Cooke Jr.  
Senior Project Manager

# Proposed Web Site Development Process

## Exploratory/Planning – Macro View

- Develop Preliminary Project Plan
- Collect Company Information
- Define/Refine Web Site Specific Information
- Develop Scenarios
- Define Detailed Requirements
- Develop Detailed Specifications
- Refine Project Plan and Secure Sign-Off
- Develop Budget and Secure Sign-Off

## Development

- Graphic Design and HTML GUI Programming
- System Architecture and Module Programming

## Testing

## Rollout

## Training

## Evaluation and Refinement

# **Proposed Web Site Development Process**

## **Exploratory/Planning Phase – Expanded View**

### **Develop Preliminary Project Plan**

#### **Collect Company Information**

Company mission statement

Objectives

- Short Term
- Long Term

Target Market

- Profile
- What are their needs?
- How do they measure value?

The NY ORDER Competitive Advantage

Value Proposition

Competition

#### **Define/Refine Web Site Specific Information**

Objectives

- Short Term
- Long Term

Target End User Audience(s)

- Profile
- What are their needs?
- How do they measure value?

Review Integrated Web Site Marketing Campaign

The NY ORDER Web Site Competitive Advantage

Value Proposition

Competition - Evaluate their web sites (see samples)

- Graphic Design
- Technology
- Topics/Information Available
- Unique Characteristics
- Downloadable Materials
- On-Line Calculators
- Data Feeds (Live/Delayed)
- Reference Materials
- Links to External Sites

## Exploratory/Planning Phase – Expanded View (Continued)

- Data Collection/Tracking
- Personalization Features
- Repeat Visit Motivators

### **Develop Scenarios**

Group Target User Audience into Segments

Group Target Internal Staff into Segments

For Each End User Segment

- What would their security/access privileges be?
- What would they expect to do during a typical session?
- What would you want them to do during a typical session?

For Each Internal Staff Segment

- What would their security/access privileges be?
- What would they expect to do during a typical session?
- What would you want them to do during a typical session?

### **Define Detailed Requirements**

Functional

- Features and Functions End Users and Staff will need to have access to.

Non Functional

- Behind the scenes system architecture necessary to support the Functional Requirements.

### **Develop Detailed Specifications**

Web Site Map

User Interface

System Architecture

Application Modules

### **Refine Project Plan and Secure Sign-Off**

### **Develop Budget and Secure Sign-Off**



**This Page is Inserted by IFW Indexing and Scanning  
Operations and is not part of the Official Record**

**BEST AVAILABLE IMAGES**

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- ☐ **BLACK BORDERS**
- ☐ **IMAGE CUT OFF AT TOP, BOTTOM OR SIDES**
- ☒ **FADED TEXT OR DRAWING**
- ☐ **BLURRED OR ILLEGIBLE TEXT OR DRAWING**
- ☐ **SKEWED/SLANTED IMAGES**
- ☐ **COLOR OR BLACK AND WHITE PHOTOGRAPHS**
- ☐ **GRAY SCALE DOCUMENTS**
- ☐ **LINES OR MARKS ON ORIGINAL DOCUMENT**
- ☐ **REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY**
- ☐ **OTHER:** \_\_\_\_\_

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.**